

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

YAT & C (PMU) Department - Tourism Promotion - Designing, Printing and Supply of AP Tourism Posters and Scrolls - Sanction of Rs.13,16,746/- (Rupees Thirteen Lakhs Sixteen Thousand Seven Hundred and Forty Six Only) - Orders - Issued.

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**YOUTH ADVANCEMENT TOURISM AND CULTURE (PMU) DEPARTMENT**

**G.O.Rt.No. 99**

**Dated: 11-02-2013**  
**Read the following:-**

1. From the M/s Akshara Advertising Limited, Hyderabad, Lr., Dated: 08-01-2013.
2. From the M/s Touchstone Advertising Pvt. Ltd, Hyderabad, Lr., Dated: 01-01-2013.
3. From the M/s Associated Advertising Pvt. Ltd, Hyderabad, Lr., Dated: 07-01-2013
4. From the M/s Livewires Advertising Pvt. Ltd, Hyderabad, Lr., Dated: 02-01-2013.

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**O R D E R:**

Government has decided to develop design and printing of new AP Tourism posters and scrolls as the present posters and scrolls are being exhausted and outdated. In this regard, Government have conducted a meeting with the different Advertising Agencies. Accordingly, the following agencies were allotted the following works.

2. In the references 1<sup>st</sup> to 4<sup>th</sup> read above, the advertising agencies has submitted bills for an amount of Rs.14,70,807/- as detailed below and requested to make the payment:

Sl. No .	Agency	Posters	Quantity	Scrolls	Quantity	Quotation	
1.	M/s Akshara Advertising Limited, Hyderabad	Uppada Sarees	250	Nagarjuna Konda	10	Rs.6,05,758/-	
		Maredumalli Jungle	250	Konaseema	10		
		Coringa Sanctuary Nature	250	Jungle Retreat, Maredumalay	10		
		Konaseema Cocunut	250	Uppada Sarees	10		
		Rajahmundry Bridge	250	Coringa Sanctuary	10		
2.	M/s Touchstone Advertising Pvt. Ltd, Hyderabad	Arts and Crafts	250	Buddha Statue (Amaravathi)	10	Rs.2,59,552/-	
		Cheriyal Painting	250	Tribal Dance Forms	10		
		Warangal Fort	250	Bobbili Veena, Kondapalli Toys	10		
3.	M/s Associated Advertising Pvt. Ltd, Hyderabad	Arts and Crafts	250	Cheriyal Painting	8	Rs.2,43,570/-	
		Weaving Magic (Toys)	250	Kalamkari Painting	8		
		Traditional Soul (Handlooms)	250				
		Chowmahalla Palace	250				
		Golkonda Fort	250				
4.	M/s Livewires Advertising Pvt. Ltd, Hyderabad	Qutub Shahi Tombs	250	Buddha	2	Rs.2,07,866/-	
		Shilpkala Vedika	250	Kuchipudi Dance	2		
		Taramati Baradari	250	Ramappa	4		

			Temple		
	Ramappa Temple	250	Papikondalu	2	
	Laknavaram Lake	250			
	NITHM, Gachibowli	250			
	Hussain Sagar	250			
	Golkonda Fort	250			
	Chowmahalla Palace	250			
	Shilparamam	250			
	Charminar	250			
	Salarjung Museum	250			
	<b>GRAND TOTAL</b>				<b>Rs.13,16,746/-</b>

3. Government after careful examination of the matter, hereby sanction an amount of Rs.13,16,746/- (Rupees Thirteen Lakhs Sixteen Thousand Seven Hundred and Forty Six Only)towards Designing, Printing and Supply of AP Tourism Posters and Scrolls.

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 18-Tourism Projects, 500 - Other charges, 503- Other expenditure”.

5. The Assistant Secretary to Government and Drawing & Disbursing officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-3 above and disburse the same to the following concerned agency through bank. The following are the bank details:

S.NO.	NAME OF AGENCY /ORGANIZATION /CONTRACTOR	BANK ACCOUNT DETAILS				AMOUNT
		NAME	BRANCH	ACCOUNT NO.	IFSC CODE	
1.	M/s Akshara Advertising Limited, Hyderabad	Axis Bank Limited	Mumbai Fort (MH)	910020047482542	UTIB0000004	Rs.6,05,758/-
2.	M/s Touchstone Advertising Pvt. Ltd, Hyderabad	Bank of Baroda	Banjara Hills	26610200000060	BARB0PBBHYD	Rs.2,59,552/-
3.	M/s Associated Advertising Pvt. Ltd, Hyderabad	State Bank of India	Secunderabad	10725427162	SBIN00`00916	Rs.2,43,570/-
4.	M/s Livewires Advertising Pvt. Ltd, Hyderabad	Corporation Bank	Dwarkapuri Colony, Hyderabad	206600202000203	CORP0002066	Rs.2,07,866/-
<b>GRAND TOTAL (Rupees Thirteen Lakhs Sixteen Thousand Seven Hundred and Forty Six Only)</b>						<b>Rs.13,16,746/-</b>

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)  
CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

M/s Akshara Advertising Limited, Hyderabad  
M/s Touchstone Advertising Pvt. Ltd, Hyderabad  
M/s Associated Advertising Pvt. Ltd, Hyderabad  
M/s Livewires Advertising Pvt. Ltd, Hyderabad

The Assistant Secretary to Government and Drawing & Disbursing Officer,  
YAT & C (PMU) Department

The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.  
The YAT & C (PMU - Claims) Department.  
SF/SCs.

**//FORWARDED :: BY ORDER//**

**SECTION OFFICER**